

ORDER



Orders	Order / Rev:	165716	KSTP-TV, LLC and KSAX-1
	Alt Order #:	06848535	Anjie Brady
	Product Desc:	NRCC IE 2012	P-PHL
	Estimate:	2967	National
	Flight Dates:	09/28/12 - 10/04/12	
	Original Date / Rev:	09/27/12 / 09/27/12	
	Order Type:	GENERAL	
Agency	Name:	National Media Research Planning & F	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		815 Slaters Ln	EOM/EOC
		Alexandria, VA 22314-1219	Agency Commission:
			15%
Advertiser	Name:	NRCC (Rep) National Republican Con	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL2	10/14/11
	Priority:	3	Order Separation:
	Revenue Codes:	AGY, POL, ISS	Advertiser External ID:
			Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	12	\$18,100.00	\$15,385.00	September 2012	12	\$18,100.00	\$15,385.00	36.30
10/01/12	10/04/12	26	\$24,300.00	\$20,655.00	October 2012	26	\$24,300.00	\$20,655.00	55.80
					Totals	38	\$42,400.00	\$36,040.00	92.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$42,400.00
Market	100%	\$176,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	19%	\$33,566.67
KMSP	10%	\$17,666.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$79,500.00
WFTC	2%	\$3,533.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	09/28/12	09/28/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-----F--	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1				\$800.00		2.40			
N 2	M	10/01/12	10/01/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	M	10/03/12	10/03/12	M-F Midday News M-F Midday News	CM	11a-12p		--W---	:30	1	\$600.00	1	1.40	NM	1	\$600.00
5 EW NWS 11AM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 --W----																
N15	M	10/01/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p		M-----	:30	1	\$800.00	2	2.20	NM	1	\$800.00
5 EW NW 5P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 M-----																
N16	M	09/28/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p		---F--	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
5 EW NW 6P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 09/24/12 09/30/12 ---F--																
N17	M	10/01/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p		M-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
5 EW NW 6P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 M-----																
N18	M	10/02/12	10/02/12	M-F 6-630p M-F 6-630p	CM	6-630p		-T-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
5 EW NW 6P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 -T-----																
N19	M	10/03/12	10/03/12	M-F 6-630p M-F 6-630p	CM	6-630p		--W---	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
5 EW NW 6P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 --W---																
20	M	10/04/12	10/04/12	M-F 6-630p M-F 6-630p	CM	6-630p		---T---	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
5 EW NW 6P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 ---T---																
N21	M	09/30/12	09/30/12	Su 530-6p Su 530-6p News	CM	530-6p		----S	:30	1	\$1,200.00	2	3.70	NM	1	\$1,200.00
5 EW NWS E-SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 09/24/12 09/30/12 -----S																
N22	M	09/28/12	09/28/12	M-F 630-7p M-F 630-7p	CM	630-7p		----F--	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
5 EW NW630P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 09/24/12 09/30/12 ----F--																
N23	M	10/01/12	10/01/12	M-F 630-7p M-F 630-7p	CM	630-7p		M-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
5 EW NW630P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 M-----																
N24	M	10/02/12	10/02/12	M-F 630-7p M-F 630-7p	CM	630-7p		-T-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
5 EW NW630P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 -T-----																
N25	M	10/03/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p		--W---	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
5 EW NW630P MF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12 10/07/12 --W---																
N26	M	10/04/12	10/04/12		CM	630-7p		---T---	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00

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				M-F 630-7p M-F 630-7p											
				5 EW NW630P MF											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	---T---		1	\$1,200.00			2.40					
N29	M	09/29/12	09/29/12	7-1030p College FB	CM	7-1030p									1 \$5,000.00
				ABC College Football											3.00 NM \$5,000.00
				SAT NT FTB											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	----S-		1	\$5,000.00			3.00					
N31	M	09/28/12	09/28/12	M-F,Su Late News	CM	10-1035p									1 \$1,400.00
				M-F, Su 10-1035p											3.60 NM \$1,400.00
				5 EW NWS 10PM											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	----F--		1	\$1,400.00			3.60					
N32	M	10/01/12	10/01/12	M-F,Su Late News	CM	10-1035p									1 \$1,400.00
				M-F, Su 10-1035p											3.60 NM \$1,400.00
				5 EW NWS 10PM											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	M-----		1	\$1,400.00			3.60					
N33	M	10/02/12	10/02/12	M-F,Su Late News	CM	10-1035p									1 \$1,400.00
				M-F, Su 10-1035p											3.60 NM \$1,400.00
				5 EW NWS 10PM											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	-T-----		1	\$1,400.00			3.60					
N34	M	10/03/12	10/03/12	M-F,Su Late News	CM	10-1035p									1 \$1,400.00
				M-F, Su 10-1035p											3.60 NM \$1,400.00
				5 EW NWS 10PM											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	--W----		1	\$1,400.00			3.60					
N35	M	09/29/12	09/29/12	Lt News Delay ABC Spot	CM	1030-1105p									1 \$900.00
				Late News Delayed											3.30 NM \$900.00
				NWS FOLO FTBL											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	----S-		1	\$900.00			3.30					
N36	M	09/30/12	09/30/12	Su Late News	CM	10-1035p									1 \$2,500.00
				Su 10-1035p											4.40 NM \$2,500.00
				5 EW NWS 10PM											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	-----S		1	\$2,500.00			4.40					
N37	M	10/01/12	10/01/12	M-F 1035-1102p	CM	1035-1102p									1 \$800.00
				Nightline											2.00 NM \$800.00
				ABC-NITELINE											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	M-----		1	\$800.00			2.00					
N38	M	10/03/12	10/03/12	M-F 1035-1102p	CM	1035-1102p									1 \$800.00
				Nightline											2.00 NM \$800.00
				ABC-NITELINE											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/01/12	10/07/12	--W----		1	\$800.00			2.00					
N39	M	09/30/12	09/30/12	Su 1105-1135p	CM	1105-1135p									1 \$600.00
				Sun 1105-1135p											1.80 NM \$600.00
				ON RD-J DAVIS											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	-----S		1	\$600.00			1.80					
N40	M	10/01/12	10/03/12	M-F 430-5a News	CM	430-5a									2 \$700.00
				M-F 430-5a News											
				Start Date	End Date	Weekdays				Rate		Rating			
		Week: 10/01/12	10/07/12	MTW----		2	\$350.00			0.00					

Totals 38 \$42,400.00